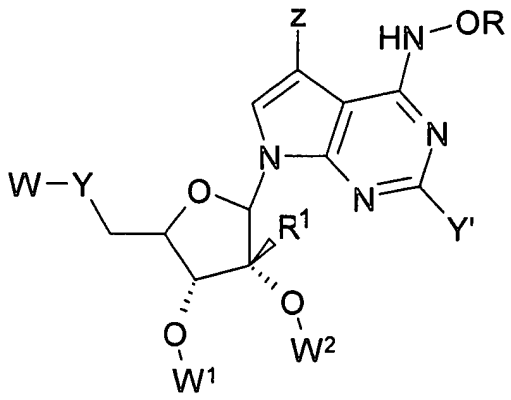
WHAT IS CLAIMED IS:

1. A compound of Formula I below:



I

wherein:

W, W^1 and W^2 are independently selected from the group consisting of hydrogen and a pharmaceutically acceptable prodrug;

R is selected from the group consisting of hydrogen or $(C_1$-$C_3)$alkyl;

R^1 is selected from the group consisting of hydrogen, alkyl, substituted alkyl, alkenyl, substituted alkenyl, alkynyl and substituted alkynyl;

Y is a bond, $-CH_2-$ or -O-;

Y' is selected from the group consisting of hydrogen, halo, hydroxyl, thioalkyl, amino and substituted amino;

Z is selected from the group consisting of acyl, cyano, carboxyl, carboxyl ester, $-C(O)NR^{20}R^{21}$, halo, $-B(OH)_2$, $-C(=NR^2)R^3$, nitro, alkenyl, substituted alkenyl, acetylenyl and substituted acetylenyl of the formula $-C\equiv C-R^4$;

where R^2 is selected from the group consisting of hydrogen, -OH, $-OR^5$ amino, substituted amino, and $(C_1$-$C_2)$alkyl, where R^5 is selected from the group consisting of alkyl and substituted alkyl;

R^3 is selected from the group consisting of hydrogen, alkyl, substituted alkyl, amino and substituted amino;

R^4 is selected from the group consisting of hydrogen, phenyl, substituted phenyl, heteroaryl, substituted heteroaryl, $-Si(R^8)_3$, carboxyl, carboxyl esters, and $-C(O)NR^6R^7$ where R^6 and R^7 are independently hydrogen, alkyl or R^6 and R^7 together with the nitrogen atom pendent thereto are joined to form a heterocyclic, substituted heterocyclic, heteroaryl or substituted heteroaryl group;

each R^8 is independently $(C_1\text{-}C_4)$alkyl or phenyl; and

R^{20} and R^{21} are independently hydrogen, alkyl, substituted alkyl, aryl, substituted aryl, heteroaryl, substituted heteroaryl, heterocyclic and substituted heterocyclic or R^{20} and R^{21}, together with the nitrogen atom pendent thereto form a heterocyclic or substituted heterocyclic group;

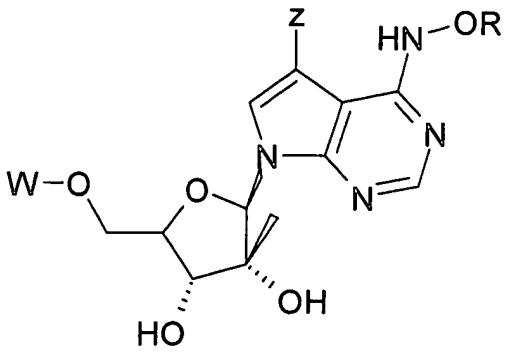
or pharmaceutically acceptable salts thereof.

2. A compound of Claim 1 wherein, W is selected from the group consisting of hydrogen, monophosphate, diphosphate, and triphosphate.

3. A compound of Claim 1 wherein, W^1 and W^2 are independently hydrogen or acyl.

4. A compound of Claim 3, wherein one of W^1 and W^2 is an acyl group selected from the group consisting of acetyl, trimethylacetyl, and acyl groups derived from amino acids.

5. A compound of Formula II



III

wherein:

W is selected from the group consisting of hydrogen and a pharmaceutically acceptable prodrug;

R is selected from the group consisting of hydrogen or $(C_1\text{-}C_3)$alkyl;

Z is selected from the group consisting of acyl, cyano, carboxyl, carboxyl ester, $-C(O)NR^{20}R^{21}$, halo, $-B(OH)_2$, $-C(=NR^2)R^3$, nitro, alkenyl, substituted alkenyl, acetylenyl and substituted acetylenyl of the formula $-C\equiv C-R^4$;

where R^2 is selected from the group consisting of hydrogen, -OH, $-OR^5$ amino, substituted amino, and $(C_1\text{-}C_2)$alkyl, where R^5 is selected from the group consisting of alkyl and substituted alkyl;

R^3 is selected from the group consisting of hydrogen, alkyl, substituted alkyl, amino and substituted amino;

R^4 is selected from the group consisting of hydrogen, phenyl, substituted phenyl, heteroaryl, substituted heteroaryl, $-Si(R^8)_3$, carboxyl, carboxyl esters, and $-C(O)NR^6R^7$ where R^6 and R^7 are independently hydrogen, alkyl or R^6 and R^7 together with the nitrogen atom pendent thereto are joined to form a heterocyclic, substituted heterocyclic, heteroaryl or substituted heteroaryl group;

each R^8 is independently $(C_1\text{-}C_4)$alkyl or phenyl; and

R^{20} and R^{21} are independently hydrogen, alkyl, substituted alkyl, aryl, substituted aryl, heteroaryl, substituted heteroaryl, heterocyclic and substituted heterocyclic or R^{20} and R^{21}, together with the nitrogen atom pendent thereto form a heterocyclic or substituted heterocyclic group;

or pharmaceutically acceptable salts thereof.

6. A compound of claim 5 wherein, W is selected from the group consisting of hydrogen, monophosphate, diphosphate, and triphosphate.

7. A compound of Claim 1 or Claim 5, wherein, Z is selected from the group consisting of acyl, nitro, halo, cyano, $-C(=NR^2)R^3$, acetylenyl and substituted acetylenyl of the formula $-C\equiv C-R^4$ where R^2 , R^3 and R^4 are as defined above.

8. A compound of Claim 7 wherein, Z is selected from formyl, nitro, bromro, iodo, and $-C\equiv C-R^4$ and R^4 is selected from H, phenyl, and $-Si(CH_3)_3$.

9. A compound selected from the group consisting of:

1-(6-hydroxylamino-7-ethynyl-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (1);

1-(6-hydroxylamino-7-(2-phenylethyn-1-yl)-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (2);

1-(6-hydroxylamino-7-(2-(pyridin-2-yl)-ethyn-1-yl)-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (3);

1-(6-hydroxylamino-7-(2-(4-fluorophenyl)ethyn-1-yl)-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (4);

1-(6-hydroxylamino-7-(2-(4-methylphenyl)ethyn-1-yl)-7-deaza-purin-9-yl)-2-methyl-β-D-ribofuranose (5);

1-(6-hydroxylamino-7-(2-carboxylethyn-1-yl)-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (6);

1-(6-hydroxylamino-7-(2-ethyl carboxylethyn-1-yl)-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (7);

1-(6-hydroxylamino-7-(2-carboxamidoethyn-1-yl)-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (8);

1-(6-hydroxylamino-7-(2-trimethylsilylethyn-1-yl)-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (9);

1-(6-hydroxylamino-7-ethenyl-7-deaza- purin-9-yl)-2-methyl-β-D-ribofuranose (10);

1-(6-hydroxylamino-7-formyl-7-deaza-purin-9-yl)-2-methyl-β-D-ribofuranose (11);

1-(6-hydroxylamino-7-(carbaldehyde oxime))-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (12);

1-(6-hydroxylamino-7-(boronic acid)-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (13);

1-(6-hydroxylamino-7-(2,2-difluorovinyl)-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (14);

1-(6-hydroxylamino-7-(2-*cis*-methoxyvinyl)-7-deazapurin-9-yl)-2-methy-β-D-ribofuranose (15);

1-(6-hydroxylamino-7-nitro-7-deaza-purin-9-yl)-2-methyl-β-D-ribofuranose (16);

1-(6-hydroxylamino-7-cyano-7-deaza- purin-9-yl)-2-methyl-β-D-ribofuranose (17);

1-(6-methoxyamino-7-ethynyl-7-deazapurin-9-yl)-2-methyl-β-D-ribofuranose (18);

1-(6-methoxyamino-7-nitro-7-deaza- purin-9-yl)-2-methyl-β-D-ribofuranose (19);

1-(6-methoxyamino-7-formyl-7-deaza- purin-9-yl)-2-methyl-β-D-ribofuranose (20);

and pharmaceutically acceptable salts thereof.

10. A pharmaceutical compositions comprising a pharmaceutically acceptable diluent and a therapeutically effective amount of a compound of any one of Claims 1, 5 and 9.

11. A method for treating a viral infection mediated at least in part by a virus in the *flaviviridae* family of viruses in mammals which methods comprise administering to a mammal, that has been diagnosed with said viral infection or is at risk of developing said viral infection, a pharmaceutical composition comprising a pharmaceutically acceptable diluent and a therapeutically effective amount of a compound of any one of Claims 1, 5 and 9.

12. The method of Claim 11, wherein said virus is HCV.